

FROM LIKES TO SALES: TURN YOUR FOLLOWERS INTO CUSTOMERS



Break the Ice

Name

What do you do

What is your proudest accomplishment?

If you could write a book, what would it be about?

What is the happiest moment in your life? What made it so special?

What is the scariest thing you've ever done for fun?





74% of customers rely on social media to guide their purchasing decisions.



Social media metrics measure engagement and visibility on social media, while business metrics measure the financial impact of marketing efforts.

Social media metrics provide insights into how well content resonates with the audience, while business metrics provide insights into how effective marketing efforts are at driving revenue and profit.

Social media metrics are tracked in real-time or on a daily/weekly basis, while business metrics are often tracked monthly or quarterly.

While social media metrics can indicate interest in a brand, they don't necessarily translate into sales, whereas business metrics are closely tied to revenue and provide a clearer picture of marketing impact.

Both social media metrics and business metrics are important in achieving business goals and understanding marketing effectiveness.

Whats the difference between social media metrics and business metrics?

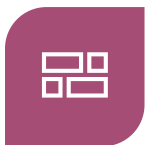




RELEVANCE



TIMING



FORMAT



TONE



VISUAL
APPEAL



EMOTION



CALL-TO-
ACTION

**Factors
that
influence
social
media
engagement**



TIPS FOR CREATING CONTENT THAT RESONATES WITH YOUR AUDIENCE AND DRIVES SALES:

| | |
|------------|--|
| Understand | Understand your audience's pain points, preferences, and behaviors |
| Content | Post content when your audience is most active and engaged |
| Use | Use a variety of formats |
| Develop | Develop a consistent brand voice |
| Use | Use high-quality visuals |
| Use | Use emotions to connect with your audience |
| Include | Include a clear call-to-action |



Analyse Your Competition

For you to win the digital battle you have to understand your competitors.

Figure out what other brands on your niche are doing. Study there content creation partner

How frequent do they post?

What kind of content do they create?

What kind of posts perform better that the others

How they interact with their followers

Varying your content creation styles keeps your page interesting and engaging

Infographics

Reels

Blog posts

IGTV



Advertise your product using all this variation of content styles and observe what kind resonates more with your audience.

**Variate
your style
of content
creation**





1/10

mo
...tunagusa maisha yako.

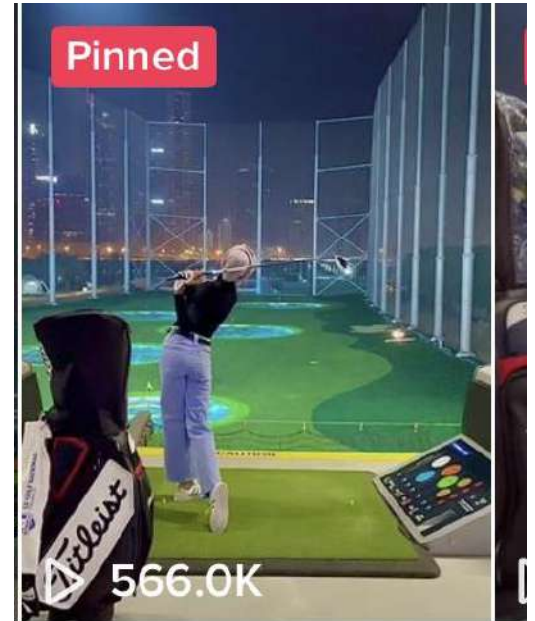
Creating one of the biggest
Brands
In Africa (but first...this is how
we **failed**)

View Insights Boost Post

Liked by alijawaad and 12,017 others

fatemagdeji Put a ❤️ if this was helpful and tag a friend

Here is a story about how my team and I created one of the biggest brands Africa.



TALK TO YOUR AUDIENCE

73% of marketers believe that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business

Design

Dynamic and interactive content unlike static flyers and boring ads

Observe

Audience behavior and reaction to your posts .



Respond to comments

Share user content

Ask questions

Use analytics

Understand user demographics and preferences





Engage!

- Share behind the scenes for your product and service so customers can feel connected to your brand
- an informational video of an employee speaking or a funny TikTok video showing the product loading process can help engage customers. Often, the most effective posts of this type use vid
- in a Facebook survey, 62% of respondents said that they have [become more interested in a brand or product after seeing it in Facebook and Instagram Stories.](#)
- Best channels: Facebook, Twitter (video), TikTok, Snapchat



Add value

Businesses often create posts that talk directly about their product, such as discussing features and why someone should buy it.

Instead, create posts that help customers see why they need your product and how they can get more use of it

channels: Facebook, Twitter (video), YouTube, TikTok, Pinterest, LinkedIn m it.





View Insights

Boost Post



Liked by alijwaad and 5,103 others

fatemagdewji Have goals that are beyond your comfort zone. Because in order to do something you've never done, you've got to become someone you've never been. You got to become a risk taker. If you're not willing to RISK, you can't GROW and if you can't grow, you can't become your best and if you can't become



Liked by sakinadaya and 3,195 others

Show up for YOURSELF!

If you are supposed to be at work on Friday, let's say 07:00 am or 08:00 am you are going to be there. If you work in a restaurant and your boss tells you to take out the trash. You're going to take out the trash, but when you tell yourself that you're going to start a YouTube channel on Friday or when you tell yourself that you are going to pivot in another direction on September 1st and you don't, why? There is a lack of respect for

View all 261 comments



View Insights

Boost Post



Liked by docta_ulimwengu and 3,048 others

fatemagdewji How to get started - with REALLY IMPRESSIVE personal branding

Good news fam! 2022 is pretty close and, I know most of you have started with a major goal-setting plan. I am thrilled to launch a 'how to get started series' for all my followers to help them succeed in their professional life and avoid the failures and mistakes that often lead us

are gone.

Can you relate to an experience when you thought of an excellent idea, only to realize later, that someone else implemented them? Perhaps you did not know how to take them further or lacked the resources to create a business strategy around. Today let's get your ideas working.

As someone who juggles multiple roles from a Marketing Director to an Entrepreneur and a Consultant, a couple of experiences gave me good practice on how to put my ideas into action. There is so much that the brain soaks in and gets enlightened while looking at the consumers, workers at the factory, or even while playing golf. And I never rely on my memory power alone.

✦ Write it down immediately - There is a good reason I maintain a hustle diary. Create a rough sketch to a concrete plan once you have written the ideas.

✦ Meet new people- Introduce your idea and get feedback especially from experts who will give you an honest opinion. This will open your mind to even more ideas.

✦ Make your idea grow - Don't just sit down with a plan. Get yourself and the people working every day and put small but key steps into action.

✦ Don't give up - You may be struggling to see a breakthrough, but consistency is the key. Keep moving forward and give your business ideas a chance to flourish.

Add Value



BE A GREAT LISTENER

According to the [HubSpot Report](#), social listening is one of the first tactics used by marketers in 2020



Competition is at its peak on social media and if you don't pay attention to your audience, you are less likely to succeed



Measure results based on what works against what does not



Take your audiences' comments seriously, and evaluate their preferences



Ask questions!

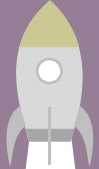
- One of the most creative ways to engage customers proactively is through contests. For example, you might use your social channels to ask customers to vote on favorite products, choose names for new products, or even share videos and photos of themselves with your merchandise.
- Such engagement makes customers feel that they are part of a community, and it makes them happy to support you.



“Don't use social media to impress people;

USE IT TO IMPACT PEOPLE”

- *Dave Willis*



EVOKE EMOTIONS

Instead of sharing negative or controversial content, evoke emotions that connect your brand to the audience; joy, courage, determination, or any positive feeling that compels the audience to share or talk about your brand.

Customers will simply pass by you if your social media content lacks emotions. Make the audience think and compel them to express their feelings





Tell stories!

I wrote a book
about
**HOW TO TELL
STORIES!**



Find trending topics in your niche and put your own unique spin on them.

If many marketers are writing about how Facebook Zero is going to damage reach, for example, you should be the one who writes about how it will help businesses that make the effort to better connect with their clients.

You, your business, and your product are unique, so don't create cookie-cutter content.

**Publish
Unique,
Trending
Content in the
noise**





It helps you to streamline the process



It enables you to create content in advance to be shared in the future



It helps you save time by avoiding bouncing in between platforms uploading content



Gives you more time to engage with users

**Make use
of
scheduling
tools to
save your
time**



Hashtags are very powerful on social media. They help you to drive engagement, as well as they help you track the results for your campaign.

By creating your unique hashtags for the campaign(s) you run, it allows you to unify your brand voice

Note this! Branded hashtags shouldn't replace the common hashtags that your audience is using. In order to maximize your reach and trackability, use both kinds of hashtag.

**Create
distinctive
hashtags
for your
campaign**




| | |
|------|---|
| Go | Go live on Facebook and Instagram on topics related to your social campaigns. |
| Host | Host Q&A sessions |
| Save | Save your live sessions and share them on your social media |

Go live



Analyze your performance

Analyze the success of your campaign as it progresses, and evaluate it closely once it is over.



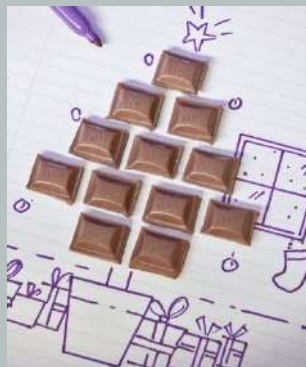
The evaluation allows to know what worked well and what needs to be changed.

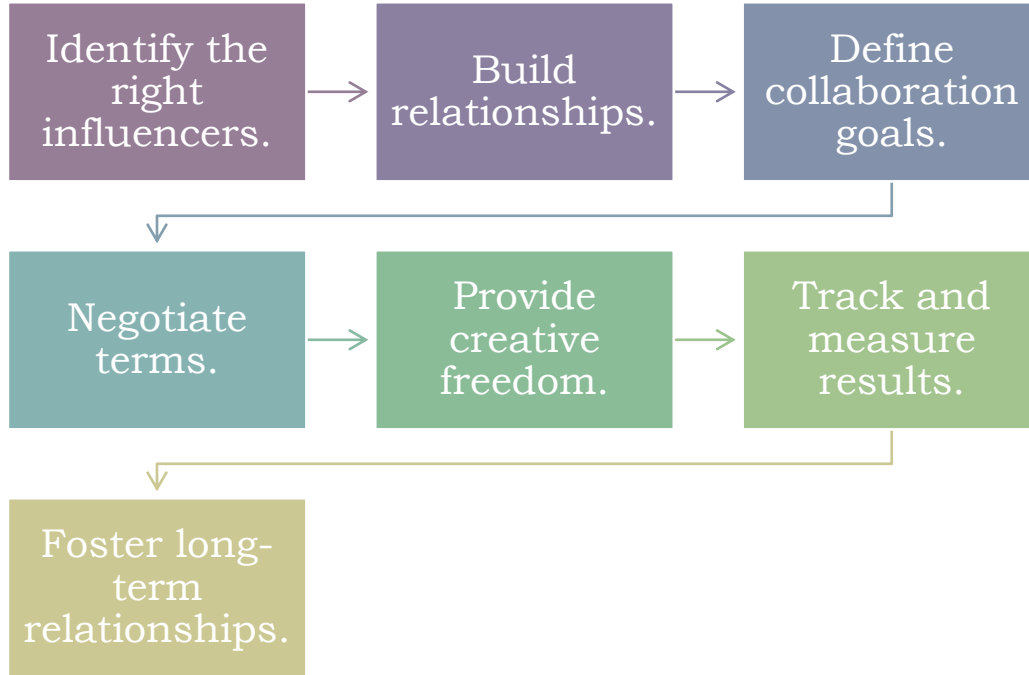


BE COMMITTED



Consistency is the key to succeed in every aspect of the business, including social media. No matter how much money you invest, there is no overnight success in the digital space. Staying committed to your audiences' preferences helps to achieve rewarding returns of your time and money.





**steps for
collaborating with social
media
influencers
to reach a
wider
audience
and drive
sales:**



TRACKING SOCIAL MEDIA METRICS IS ESSENTIAL FOR UNDERSTANDING THE EFFECTIVENESS OF YOUR SOCIAL MEDIA MARKETING EFFORTS

01

Set goals: Identify your social media marketing goals and define the metrics that will help you measure your progress towards those goals.

02

Choose the right metrics: Focus on metrics that are relevant to your goals, such as engagement rates, reach, conversions, and revenue.

03

Use social media analytics tools: Use social media analytics tools to track your metrics and gain insights into your audience's behavior and preferences.





KEEP YOUR
BRANDING
CONSISTENT.



OPTIMIZE
YOUR
PROFILES.



USE HIGH-
QUALITY
VISUALS.



SHARE
VALUABLE
CONTENT.



ENCOURAGE
ENGAGEMENT.



USE SOCIAL
MEDIA
ADVERTISING.



CREATE A
SEAMLESS
CUSTOMER
JOURNEY.



MONITOR
YOUR
METRICS.

**How to
optimize
your social
media
profiles and
creating a
seamless
customer
journey:**



Showcasing

- Showcasing unique and interesting properties and locations

Leveraging

- Leveraging user-generated content

Engaging

- Engaging with their audience

Running

- Running contests and promotions

Partnering

- Partnering with influencers

Airbnb has effectively used social media marketing to convert followers into customers



USIKATE TAMAA

Hamasishwa na Mafanikio



**How I created a \$400
advert that went viral**



What is Usikate Tamaa?



we are all united in the difficulties and challenges we face



Usikate Tamaa is about telling these stories to the public.



we invited an influencer called Shetta to come and share his story



created a trending hashtag and encouraged others to tell their story
Went to schools and gave talks on how to not give up





**USIKATE
TAMAA**





THANK YOU!

